

A Flea Circus

Mark's Media Empire
And
Federal Communication Commission
Deregulation:

A Bug is in the System

By Mark W. Gaffney

Only Time can Tell if
the media mogul and the Small Guy can
Join forces in a mutually beneficial symbiotic relationship?

Today, June 2, 2003, is D-day. D-day is the day of decision.

Today the Federal Communication Commission (FCC) decides rather or not to deregulate media. Deregulation will allow television, radio, print, and online media companies to own more broadcast stations.

According to a commentary entitled, **Relax Ownership Rules**, written by Pennsylvania State University professor, Dr. Rob Frieden, and published in the Saturday May 31, 2003 edition of **The Courier-Journal** (<http://www.courier-journal.com>) FCC laws currently place restrictions upon the number of broadcast stations a media corporation may own, and thereby limit the percentage of the market media corporations can capture.

Today, there exist an exponentially growing number of media options available to consumers. Deregulation may help media companies compete in an international market with a growing number of media options.

New scientific discoveries in nanotechnology are leading toward (1) a constantly smaller microcomputer chip size, and (2) an escalation of computational power. An increase in computational power allows individual citizens to create powerful multimedia presentations.

Eventually, every individual citizen may be able to operate their own internet television / radio station. Dissemination of an astronomical amount of public information by a huge array of individual citizens and alternative media organizations may contribute to anarchy and chaos within mass media.

In some cases truthful reality may be skewed by powerful corporate interest. When truthful reality is skewed by powerful corporate interest, individual citizens operating alternative media outlets may do a better job at providing an accurate precise view of reality.

In other cases, powerful corporate media magnets may better frame truthful reality than smaller alternative media outlets. Powerful corporate media magnets may be better able to frame an accurate precise view of truthful reality than smaller alternative media outlets because powerful media magnets are more capable of collecting accurate reliable information. Powerful corporate media magnets are more capable of collecting accurate reliable information than smaller alternative media outlets because powerful corporate media magnets possess necessary financial resources to get the job done properly.

The collection and dissemination of accurate precise information truthfully reflecting reality is a time consuming expensive process. The time consuming expensive process of collection and dissemination of accurate precise information truthfully reflecting reality requires implementation of reporting procedures to check and double check validity of data.

Reporting procedures have been widely accepted as standard by the mass media journalism profession. Adoption of standardized procedures in journalism transforms the field of journalism into a science of social observation.

Journalism is not only a science, but also valuable precious art. Televised broadcast news programs such as CBS 60 Minutes, 48 Hours, NBC Nightly News with Tom Brokaw, NBC Dateline, ABC Prime Time, 20/20, Nightline, and World News Tonight with Peter Jennings provide clear informative investigative news features that have enormous social value. The social value of the science and art contained within news features provided by the aforementioned televised news programs, and a tremendous number of cable options to numerous to mention, are worth the price paid by society and should be protected by the FCC.

It is understandable that some people may have a genuine concern that new technologies may corrupt mass media and make public information unreliable. New technologies may contribute to public dissemination of a huge amount of disinformation. Deregulation may be viewed as a step to protect integrity of the valuable public commodity of mass media.

When one contemplates the entire span of human history, television may be considered a recent technological innovation. Now, we as a collective society are blazing an entire new path of interactivity between private citizens, who have a multitude of social concerns, and gigantic media corporations with a massive sprawling staff on the payroll that deliver our news. They are our eyes and ears.

Internet interactivity between public and mass media corporations may be a missing variable in a formula that will serve to challenge mass media to be even more accurate and reliable. Will deregulation create big mass media conglomerates?

Will new big mass media conglomerates created by deregulation perceive an independent freelance organization comprised by individual freelancers as a competitive threat and act

to block publication of freelance work? Will big mass media conglomerates step on and squash the small guy like a bug underfoot?

The art and science of fair accurate journalistic reporting is a time intensive costly endeavor, but ironically social transformation often begins at the grassroots level where a smaller amount of financial capital is available. In 1959 Dr. Richard P. Feynman gave an unforgettable speech entitled, *Plenty Room at the Bottom*.

Oftentimes, huge corporate entities are deeply entrenched in current state of the art technologies and seek to maintain the status quo and/or advocate social change most convenient to the timetable and agenda of a select group of individuals controlling the corporate entity. Big corporate entities are deeply entrenched in current state of the art technologies by means of a diversified investment portfolio.

Big conglomerate cooperate entities are often heavily invested in the products used by the corporate entity as production tools. Since big conglomerates are heavily invested in current technology as major buyers of new products, big conglomerates wield great socioeconomic power and influence pertaining to (1) application of new technology and (2) who gets the privilege to use new emerging technology.

What will happen to the small guy who advocates for the public good by (1) greater funding of full assembler based nanotechnology research implemented on a grand social plateau, (2) a reduction of the mortgage interest rate, and (3) maximization of not-for-profit resources to make more research dollars available for nanotechnology and greater computational power leading toward artificial intelligence? Only time can tell if the media mogul and the small guy can join forces in a mutually beneficial symbiotic relationship?

Author biography:

Mark Gaffney is a contributing freelance writer. Mark has earned a Bachelor of Science degree in Psychology with a concentration of coursework in physiology, biology, and computer science. Mark is in the process of trying to start a new Not-for-Profit Foundation entitled, *Wonderful Life Foundation*. Mark plans to submit his online work as a thesis project to earn his Doctorate (PhD.) degree and officially become a Nanotechnology Sociologist.

I set up a special Yahoo group for the purpose of conducting online interviews. My special Yahoo group, **Interview Content**, is open by invitation only to potential interview sources and publishing executives. Membership can be temporary for the sole purpose of participating in an online interview. Membership in my Yahoo group, **Interview Content**, may also be permanent for the purpose of exchanging scholarly professional correspondence via e-mail with experts working in various fields and read forthcoming freelance articles I plan to write.

I invite all print and new media publishing executives to join my special Yahoo group, **Interview Content**. The URL address is:

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A list of freelance feature article content is currently available on the writer-publisher freelance exchange service, Idea Marketers.com. The URL address to my writers page is:

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